

Rep Order# 8862222 Ver# 1 Status New
EC'd Yes

Traffic Order# 37220

Printed: 09/10/2012 3:36 PM
Last Received: 09/10/2012 9:37 AM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 976
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //976
Flight Dates 09/12/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER STARTS 9/12
SHARES EST
PLS CNF
T/R STEFAN FOR MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|-----------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W-F | 500A-600A | | :30 | \$800.00 | 09/12-09/14 | 2 | 1 | 2 | \$1,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M-TU | 500A-600A | | :30 | \$800.00 | 09/17-09/18 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | W-F | 600A-700A | | :30 | \$900.00 | 09/12-09/14 | 1 | 1 | 1 | \$900.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 4 | M-F | 600A-700A | | :30 | \$900.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,700.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 5 | W-F | 700A-900A | | :30 | \$800.00 | 09/12-09/14 | 3 | 1 | 3 | \$2,400.00 | |
| | | | | Buyline Comment: CBS THIS MORNING | | | | | | | | |
| | 6 | M-F | 700A-900A | | :30 | \$800.00 | 09/17-09/21 | 5 | 1 | 5 | \$4,000.00 | |
| | | | | Buyline Comment: CBS THIS MORNING | | | | | | | | |

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|-----|-----|-----|-------------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | W-F | 900A-1000A | | :30 | \$750.00 | 09/12-09/14 | 1 | 1 | 1 | \$750.00 | |
| | | | | Buyline Comment: LIVE WITH KELLY | | | | | | | | |
| | 8 | M-F | 900A-1000A | | :30 | \$750.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,250.00 | |
| | | | | Buyline Comment: LIVE WITH KELLY | | | | | | | | |
| | 9 | W-F | 1200P-1230P | | :30 | \$750.00 | 09/12-09/14 | 2 | 1 | 2 | \$1,500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 10 | M-F | 1200P-1230P | | :30 | \$750.00 | 09/17-09/21 | 2 | 1 | 2 | \$1,500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | W-F | 200P-300P | | :30 | \$800.00 | 09/12-09/14 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: THE TALK | | | | | | | | |
| | 12 | M-F | 200P-300P | | :30 | \$800.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,400.00 | |
| | | | | Buyline Comment: THE TALK | | | | | | | | |
| | 13 | W-F | 300P-400P | | :30 | \$900.00 | 09/12-09/14 | 2 | 1 | 2 | \$1,800.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 14 | M-F | 300P-400P | | :30 | \$900.00 | 09/17-09/21 | 2 | 1 | 2 | \$1,800.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 15 | W-F | 400P-500P | | :30 | \$1,100.00 | 09/12-09/14 | 1 | 1 | 1 | \$1,100.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 16 | M-F | 400P-500P | | :30 | \$1,100.00 | 09/17-09/21 | 3 | 1 | 3 | \$3,300.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 17 | W-F | 500P-630P | | :30 | \$1,300.00 | 09/12-09/14 | 2 | 1 | 2 | \$2,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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|-----|-----|-------|-------------|---------------------------------|------|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 18 | M-F | 500P-630P | | :30 | \$1,300.00 | 09/17-09/21 | 2 | 1 | 2 | \$2,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 19 | W-F | 630P-700P | | :30 | \$2,500.00 | 09/12-09/14 | 1 | 1 | 1 | \$2,500.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | 20 | M-F | 630P-700P | | :30 | \$2,500.00 | 09/17-09/21 | 3 | 1 | 3 | \$7,500.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | 21 | W-F | 700P-800P | | :30 | \$2,500.00 | 09/12-09/14 | 2 | 1 | 2 | \$5,000.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 22 | M-F | 700P-800P | | :30 | \$2,500.00 | 09/17-09/21 | 2 | 1 | 2 | \$5,000.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 23 | M | 1000P-1100P | | :30 | \$10,000.00 | 09/17-09/17 | 1 | 1 | 1 | \$10,000.00 | |
| | | | | Buyline Comment: HAWAII 5-0 | | | | | | | | |
| | 24 | W-F | 1100P-1135P | | :30 | \$1,900.00 | 09/12-09/14 | 2 | 1 | 2 | \$3,800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 25 | M-F | 1100P-1135P | | :30 | \$1,900.00 | 09/17-09/21 | 2 | 1 | 2 | \$3,800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 26 | W-F | 1135P-1237A | | :30 | \$750.00 | 09/12-09/14 | 1 | 1 | 1 | \$750.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 27 | M-F | 1135P-1237A | | :30 | \$750.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,250.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 28 | TU | 800P-900P | | :30 | \$18,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$18,000.00 | |
| | | | | Buyline Comment: NCIS | | | | | | | | |
| | 29 | TU | 900P-1000P | | :30 | \$18,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$18,000.00 | |
| | | | | Buyline Comment: NCIS LA | | | | | | | | |
| | 30 | W | 900P-1000P | | :30 | \$18,000.00 | 09/12-09/19 | 1 | 2 | 2 | \$36,000.00 | |
| | | | | Buyline Comment: CRIMINAL MINDS | | | | | | | | |
| | 31 | W | 1000P-1100P | | :30 | \$12,000.00 | 09/12-09/19 | 1 | 2 | 2 | \$24,000.00 | |
| | | | | Buyline Comment: CSI | | | | | | | | |
| | 32 | TH | 1000P-1100P | | :30 | \$7,500.00 | 09/13-09/20 | 1 | 2 | 2 | \$15,000.00 | |
| | | | | Buyline Comment: THE MENTALIST | | | | | | | | |
| | 33 | F | 900P-1000P | | :30 | \$7,500.00 | 09/14-09/21 | 1 | 2 | 2 | \$15,000.00 | |
| | | | | Buyline Comment: CSI NY | | | | | | | | |
| | 34 | F | 1000P-1100P | | :30 | \$10,000.00 | 09/14-09/21 | 1 | 2 | 2 | \$20,000.00 | |
| | | | | Buyline Comment: BLUE BLOODS | | | | | | | | |
| | 35 | SA | 500A-700A | | :30 | \$550.00 | 09/15-09/15 | 1 | 1 | 1 | \$550.00 | |
| | | | | Buyline Comment: CBS THIS MORNING | | | | | | | | |
| | 36 | SA | 500P-530P | | :30 | \$2,000.00 | 09/15-09/15 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 37 | SA | 630P-700P | | :30 | \$2,000.00 | 09/15-09/15 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 38 | SA-SU | 1100P-1135P | | :30 | \$900.00 | 09/15-09/16 | 2 | 1 | 2 | \$1,800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 39 | SU | 800A-830A | | :30 | \$1,500.00 | 09/16-09/16 | 1 | 1 | 1 | \$1,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 40 | SU | 500P-530P | | :30 | \$2,500.00 | 09/16-09/16 | 1 | 1 | 1 | \$2,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 41 | SU | 530P-600P | | :30 | \$550.00 | 09/16-09/16 | 1 | 1 | 1 | \$550.00 | |
| | | Buyline Comment: INSIDE EDITION | | | | | | | | | | |
| | 42 | SU | 630P-700P | | :30 | \$2,500.00 | 09/16-09/16 | 1 | 1 | 1 | \$2,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 43 | SU | 700P-800P | | :30 | \$20,050.00 | 09/16-09/16 | 1 | 1 | 1 | \$20,050.00 | |
| | | Buyline Comment: 60 MINUTES | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 78 / \$254,850.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$254,850.00

Sales Totals: 78 / \$254,850.00

Station Totals: 78 / \$254,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$849,500 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

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Books FEB11
Demos RA35+